GOVERNMENT OF INDIA
SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTR
LOK SABHA

UNSTARRED QUESTION NO:4891
ANSWERED ON:26.04.2000
RURAL INDUSTRIALISATION
VSM (RETD.) COL. CHOUDHARY

Will the Minister of SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTR be pleased to state:

(a) whether the Government propose to launch programme for rural industrialisation of western Rajasthan, especially Barmer and Jaisalmer districts having huge mineral reserves;

(b) if so, the details thereof;

(c) whether the KVIC have suggested some measures for the said programme; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SMALL SCALE INDUSTRIES AND AGF RURAL INDUSTRIES

(SMT. VASUNDHARA RAJE)

(a) & (b): Yes, Sir. Government has already launched National Programme on Rural Industrialisation (NPRI) during 1999-2000 aiming to set up 100 rural industrial clusters every year during the Ninth Plan Period.The scheme is applicable to Rajasthan also. Khadi & Village Industry Commission (KVIC) has already assisted 87 rural artisans in Barmer district and 80 in Jaisalmer for setting up rural and cottage industries under its margin money scheme.

(c) & (d) The KVIC had suggested that the NPRI should focus on:

i) Boosting the marketing potential of rural industries` products by Quality Assurance and Brand Creation.

ii) Proper integration of various schemes for maximum impact at the cluster level.

The above suggestions of KVIC have been covered under the scope of NPRI scheme.